

ESTTA Tracking number: **ESTTA270918**

Filing date: **03/09/2009**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91161954
Party	Plaintiff PABST BREWING COMPANY
Correspondence Address	WILLIAM B. NASH JACKSON WALKER L.L.P. 112 E. PECAN STREET, SUITE 2100 SAN ANTONIO, TX 78205 UNITED STATES bnash@jw.com
Submission	Plaintiff's Notice of Reliance
Filer's Name	William B. Nash
Filer's e-mail	lstuder@jw.com, bnash@jw.com, mfassold@jw.com
Signature	/WILLIAM B. NASH/
Date	03/09/2009
Attachments	2009-03-09 Third Notice of Reliance.pdf (87 pages)(3011130 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK AND TRIAL APPEAL BOARD

In the Matter of Application:

Serial No.: 75/883,254 and 75/883,253
 Filed: December 29, 1999
 Applicant: Lone Star Steakhouse & Saloon, Inc.
 Mark: LONE STAR (AND DESIGN)
 Classes: 25
 Published in the *Official Gazette* on March 2, 2004 and March 23, 2004

PABST BREWING COMPANY,)	
Opposer)	
)	
v.)	
)	Opposition No. 91161954
LONE STAR STEAKHOUSE & SALOON,)	Application Serial Nos. 75/883,254 and
INC.,)	75/883,253
Applicant)	
)	

OPPOSER'S THIRD NOTICE OF RELIANCE

Opposer, Pabst Brewing Company ("Pabst"), by and through its attorney of record, submits this Third Notice of Reliance pursuant to 37 CFR § 2.122(e). Specifically, Opposer relies on Official Records of the U.S. Patent and Trademark Office (TESS database records), evidencing various third party registrations. Each of the registrations attached hereto are "live" and each of the registrations recite both "beer companies" and International Class 25 in the identification of goods.

The attachments are third-party registrations that cover a number of different goods (i.e., goods in Class 32 and Class 25). Said attachments are relevant because said third-party registrations show that goods from Class 32 and Class 25 tend to emanate from a single source such as Opposer. *See* TMEP 1207.01(d)(iii).

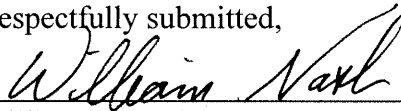
Opposer hereby introduces the following:

Ex. No.	International Class 32	Ex. No.	International Class 25
Ex. A-1	Registration No. 3,241,389	Ex. B-1	Registration No. 3,230,687

Ex. A-2	Registration No. 3,183,865	Ex. B-2	Registration No. 3,183,865
Ex. A-3	Registration No. 1,707,097	Ex. B-3	Registration No. 1,677,719
Ex. A-4	Registration No. 1,846,907	Ex. B-4	Registration No. 1,342,529
Ex. A-5	Registration No. 1,257,788	Ex. B-5	Registration No. 1,354,391
Ex. A-6	Registration No. 672,613	Ex. B-6	Registration No. 2,336,948
Ex. A-7	Registration No. 1,511,184	Ex. B-7	Registration No. 1,598,511
Ex. A-8	Registration No. 866,540	Ex. B-8	Registration No. 1,923,780
Ex. A-9	Registration No. 1,666,892	Ex. B-9	Registration No. 1,700,633
Ex. A-10	Registration No. 1,707,093	Ex. B-10	Registration No. 1,731,199

Dated: 3/9/09

Respectfully submitted,



William B. Nash, Reg. No. 33,743

Jackson Walker, L.L.P.

112 East Pecan St., Suite 2100

San Antonio, Texas 78205

(210) 978-7700

(210) 978-7790 (Fax)

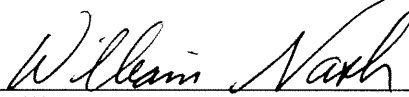
Attorneys For Plaintiff

CERTIFICATE OF SERVICE

This is to certify that on this 9~~th~~ day of March, 2009, a true and correct copy of the foregoing Opposer's Third Notice of Reliance was served via first class U.S. mail addressed to:

Phillip L. Free, Jr., OBA #15765
Marie S. Johnston, OBA # 19847
Crowe & Dunlevy, P.C.
20 North Broadway, Suite 1800
Oklahoma City, OK 73102-8273

Attorney for Lone Star Steakhouse & Saloon



William B. Nash
Attorney for Opposer

Exhibit

A

Exhibit

1

Int. Cl.: 32

Prior U.S. Cls.: 45, 46 and 48

United States Patent and Trademark Office

Reg. No. 3,241,389

Registered May 15, 2007

TRADEMARK
PRINCIPAL REGISTER



ANHEUSER-BUSCH, INCORPORATED (MISSOURI CORPORATION)

202-6

ONE BUSCH PLACE
ST. LOUIS, MO 63118

OWNER OF U.S. REG. NOS. 64,125, 1,475,375 AND OTHERS.

THE MARK CONSISTS OF THE WORD "BUDWEISER" AND A BOWTIE DESIGN.

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

SER. NO. 78-681,366, FILED 7-29-2005.

FIRST USE 2-17-2005; IN COMMERCE 2-17-2005.

LANA PHAM, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Word Mark	BUDWEISER
Goods and Services	IC 032. US 045 046 048. G & S: Beer. FIRST USE: 20050217. FIRST USE IN COMMERCE: 20050217
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	09.03.15 - Bow ties; Neckties; Ties, neckties or bow ties 26.15.03 - Incomplete polygons and polygons made of broken or dotted lines; Polygons (incomplete); Polygons made with broken lines 26.15.28 - Miscellaneous designs with overall polygon shape; Polygonal shapes (miscellaneous overall shape)
Serial Number	78681366
Filing Date	July 29, 2005
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	February 27, 2007
Registration Number	3241389
Registration Date	May 15, 2007
Owner	(REGISTRANT) ANHEUSER-BUSCH, INCORPORATED CORPORATION MISSOURI 202-6 ONE BUSCH PLACE ST. LOUIS MISSOURI 63118
Attorney of Record	VALERIE PACI

Prior Registrations 0064125;0922481;1475375;AND OTHERS

Description of Mark The mark consists of the word "**Budweiser**" and a bowtie design.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Int. Cls.: 16, 21, 25, 28, 32, 33 and 35

Prior U.S. Cls.: 2, 5, 13, 22, 23, 29, 30, 33, 37, 38, 39,
40, 45, 46, 47, 48, 49, 50, 100, 101 and 102

Reg. No. 3,183,865

Registered Dec. 12, 2006

United States Patent and Trademark Office

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



COORS GLOBAL PROPERTIES, INC. (COLOR-
ADO CORPORATION)

CE 235

17735 W. 32ND AVENUE
GOLDEN, CO 80401

FOR: PAPER GOODS, NAMELY, PRINTED PAPER SIGNS, PRINTED ADVERTISING AND PROMOTIONAL MATERIALS, NAMELY, PAMPHLETS, CARDBOARD GOODS, NAMELY CARDBOARD BOXES, PACKAGES IN PRINTED FORM FOR BEER AND ALCOHOLIC BEVERAGES, CONTAINERS, COASTERS, BEVERAGE CARRIERS AND ADVERTISING SIGNS, PAPER BANNERS, POSTERS, PAPER TABLE TENTS, DISPLAY CARDS, PAPER PENNANTS, PENS, STICKERS, PAPER COASTERS, PAPER NAPKINS, CARDBOARD FLOOR DISPLAYS FOR MERCHANDISING PRODUCTS, NOTE PAPER, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 1-1-2004; IN COMMERCE 1-1-2004.

FOR: INSULATING SLEEVES FOR BEVERAGE CANS, INSULATING SLEEVES FOR BEVERAGE BOTTLES, PORTABLE CAN COOLERS, PORTABLE BOTTLE COOLERS, THERMALLY INSULATED CONTAINERS FOR FOOD AND BEVERAGES, PORTABLE PLASTIC COOLERS, PORTABLE METAL COOLERS, COASTERS NOT OF PAPER AND NOT OF TABLE LINEN, BEVERAGE GLASSWARE, BOTTLE OPENERS, PITCHERS, PLASTIC BUCKETS, PLASTIC CUPS, PLASTIC WATER BOTTLES SOLD EMPTY, SERVING TRAYS NOT OF PRECIOUS METAL, BOTTLE CADDIES, MUGS, CUPS, INSULATED BEVERAGE HOLDERS, GOLF SHOE BRU-

SHES, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FIRST USE 5-1-2004; IN COMMERCE 5-1-2004.

FOR: CLOTHING, NAMELY SHIRTS, T-SHIRTS, GOLF SHIRTS, SWEATSHIRTS, ARM BANDS, BOWLING SHIRTS, DENIM SHIRTS, APRONS, PANTS, TOPS, SHORTS, DRESSES, SWEATPANTS, TANK TOPS, JACKETS, WIND RESISTANT JACKETS, PONCHOS, HATS, CAPS, JERSEYS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 5-1-2004; IN COMMERCE 5-1-2004.

FOR: GOLF BALLS, GOLF BAGS, GOLF TEES, FOOTBALLS, POOL CUES, SPORTS EQUIPMENT, NAMELY DART BOARDS, DARTS, DART CARRYING CASES, DART BOARD CASES, TABLE TENNIS PADDLES, TABLE TENNIS BALLS, PADDLING GAMES, NAMELY TABLE TENNIS, PADDLE BALLS, BASKETBALLS, SOCCER BALLS, VOLLEYBALLS, VOLLEYBALL NETS, BILLIARD BALLS, POOL CUE CHALK, BOWLING BALLS, GOLF BALL MARKERS, GOLF BALL RETRIEVERS, GOLF BALL SLEEVES, BAGS, ESPECIALLY ADAPTED FOR SPORTS EQUIPMENT, SPORTING ARTICLES, NAMELY FLYING DISCS, BALLOONS, PAPER STREAMERS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 5-1-2004; IN COMMERCE 5-1-2004.

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 1-1-2004; IN COMMERCE 1-1-2004.



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**Word Mark
Goods and
Services**

ZIMA XXX

IC 016. US 002 005 022 023 029 037 038 050. G & S: paper goods, namely, printed paper signs, printed advertising and promotional materials, namely, pamphlets, cardboard goods, namely cardboard boxes, packages in printed form for beer and alcoholic beverages, containers, coasters, beverage carriers and advertising signs, paper banners, posters, paper table tents, display cards, paper pennants, pens, stickers, paper coasters, paper napkins, cardboard floor displays for merchandising products, note paper. FIRST USE: 20040101. FIRST USE IN COMMERCE: 20040101

IC 021. US 002 013 023 029 030 033 040 050. G & S: insulating sleeves for beverage cans, insulating sleeves for beverage bottles, portable can coolers, portable bottle coolers, thermally insulated containers for food and beverages, portable plastic coolers, portable metal coolers, coasters not of paper and not of table linen, beverage glassware, bottle openers, pitchers, plastic buckets, plastic cups, plastic water bottles sold empty, serving trays not of precious metal, bottle caddies, mugs, cups, insulated beverage holders, golf shoe brushes. FIRST USE: 20040501. FIRST USE IN COMMERCE: 20040501

IC 025. US 022 039. G & S: clothing, namely shirts, t-shirts, golf shirts, sweatshirts, arm bands, bowling shirts, denim shirts, aprons, pants, tops, shorts, dresses, sweatpants, tank tops, jackets, wind resistant jackets, ponchos, hats, caps, jerseys. FIRST USE: 20040501. FIRST USE IN COMMERCE: 20040501

IC 028. US 022 023 038 050. G & S: golf balls, golf bags, golf tees, footballs, pool cues, sports equipment, namely dart boards, darts, dart carrying cases, dart board cases, table tennis paddles, table tennis balls, paddling games, namely table tennis, paddle balls, basketballs, soccer balls,

volleyballs, volleyball nets, billiard balls, pool cue chalk, bowling balls, golf ball markers, golf ball retrievers, golf ball sleeves, bags, especially adapted for sports equipment, sporting articles, namely flying discs, balloons, paper streamers. FIRST USE: 20040501. FIRST USE IN COMMERCE: 20040501

IC 032. US 045 046 048. G & S: beer. FIRST USE: 20040101. FIRST USE IN COMMERCE: 20040101

IC 033. US 047 049. G & S: alcoholic beverage produced from a brewed malt base containing natural flavors. FIRST USE: 20040101. FIRST USE IN COMMERCE: 20040101

IC 035. US 100 101 102. G & S: computer services, namely providing consumer information in the fields of beer, alcoholic beverages, beer and alcoholic beverage promotional merchandise, promotional events and services by means of a computer network, retail sales of clothing and glassware. FIRST USE: 20040101. FIRST USE IN COMMERCE: 20040101

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 78825054

Filing Date February 28, 2006

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition September 26, 2006

Registration Number 3183865

Registration Date December 12, 2006

Owner (REGISTRANT) Coors Global Properties, Inc. CORPORATION COLORADO CE 235 17735 W. 32nd Avenue Golden COLORADO 80401

(LAST LISTED OWNER) MILLERCOORS LLC LTD LIAB CO DELAWARE 1209 ORANGE STREET WILMINGTON DELAWARE 19801

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Sabrina C. Stavish

Prior Registrations 1933088;1938526;1970242;AND OTHERS

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "XXX" as to Classes 032 and 033 APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Exhibit

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Int. Cl.: 32

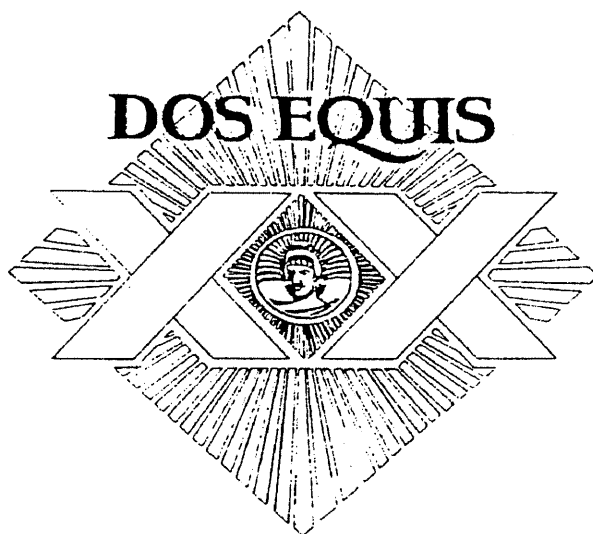
Prior U.S. Cl.: 48

United States Patent and Trademark Office

Reg. No. 1,707,097

Registered Aug. 11, 1992

**TRADEMARK
PRINCIPAL REGISTER**



CERVECERIA MOCTEZUMA, S.A. DE C.V.
(MEXICO CORPORATION)
AVE. ALFONSO REYES 2202 NTE.
MONTEREY, NEUVO LEON 64442, MEXICO

FOR: BEER, IN CLASS 32 (U.S. CL. 48).
FIRST USE 7-12-1900; IN COMMERCE
7-12-1900.

OWNER OF U.S. REG. NOS. 904,930 AND
1,018,152.

THE LINING IS A FEATURE OF THE MARK
AND DOES NOT INDICATE COLOR.

THE PORTRAIT IN THE MARK DOES NOT
DEPICT A LIVING INDIVIDUAL.

THE ENGLISH TRANSLATION OF THE
WORDS "DOS EQUIS" IN THE MARK IS "TWO
X'S".

SEC. 2(F).

SER. NO. 74-195,120, FILED 8-16-1991.

CYNTHIA SLOAN, EXAMINING ATTORNEY



United States Patent and Trademark Office

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TARR Status	ASSIGN Status	TDR	TTAB Status
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Word Mark	DOS EQUIS XX
Translations	The English translation of the words "DOS EQUIS" in the mark is "two x's".
Goods and Services	IC 032. US 045 046 048. G & S: Beer. FIRST USE: 19000712. FIRST USE IN COMMERCE: 19000712
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	02.01.01 - Busts of men facing forward; Heads of men facing forward; Men - heads, portraiture, or busts facing forward; Portraiture of men facing forward 20.03.10 - Bottle labels; Labels for bottles 26.01.02 - Circles, plain single line; Plain single line circles 26.01.17 - Circles, two concentric; Concentric circles, two; Two concentric circles 26.07.01 - Diamonds with plain multiple line border; Diamonds with plain single line border 26.07.12 - Diamonds with bars, bands and lines 26.07.21 - Diamonds that are completely or partially shaded
Serial Number	74195120
Filing Date	August 16, 1991
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	May 19, 1992
Registration Number	1707097

Registration Date August 11, 1992
Owner (REGISTRANT) CERVECERIA MOCTEZUMA, S.A. DE C.V. CORPORATION MEXICO Ave.
Alfonso Reyes 2202 Nte. Monterey, Neuvo Leon 64442 MEXICO

(LAST LISTED OWNER) CCM IP, S.A. CORPORATION SWITZERLAND Avenue de Rumine
33 CH-1005 Lausanne SWITZERLAND
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record SCOTT W PETERSEN
Prior Registrations 0904930;1018152
Description of Mark The lining is a feature of the mark and does not indicate color.
Type of Mark TRADEMARK
Register PRINCIPAL-2(F)
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20020318.
Renewal 1ST RENEWAL 20020318
Other Data The portrait in the mark does not depict a living individual.
Live/Dead Indicator LIVE

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Exhibit

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Int. Cl.: 32

Prior U.S. Cl.: 38

United States Patent and Trademark Office

Reg. No. 1,846,907

Registered July 26, 1994

**TRADEMARK
PRINCIPAL REGISTER**



HEINEKEN · BROUWERIJEN B.V. (NETHER-
LANDS PRIVATE LIMITED COMPANY)
2E WETERINGPLANTSOEN 21
1017 ZD AMSTERDAM, NETHERLANDS

FOR: BEERS, IN CLASS 32 (U.S. CL. 38).

PRIORITY CLAIMED UNDER SEC. 44(D) ON
BENELUX APPLICATION NO. 794989, FILED
3-23-1993, REG. NO. 526745, DATED 3-23-1993,
EXPIRES 3-23-2003.

THE MARK IS LINED FOR THE COLORS
RED AND GREEN. THE CONES ARE ALSO
GREEN BUT THEY ARE TOO SMALL TO BE
LINED FOR SAID COLOR.

SER. NO. 74-433,697, FILED 9-8-1993.

WILLIAM P. SHANAHAN, EXAMINING AT-
TORNEY



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Word Mark	HEINEKEN
Goods and Services	IC 032. US 038. G & S: beers
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	01.01.03 - Star - a single star with five points 05.03.25 - Leaf, single; Other leaves 05.13.05 - Pine cones 20.03.10 - Bottle labels; Labels for bottles 24.09.07 - Advertising, banners; Banners
Serial Number	74433697
Filing Date	September 8, 1993
Current Filing Basis	44E
Original Filing Basis	44D
Published for Opposition	May 3, 1994
Registration Number	1846907
Registration Date	July 26, 1994
Owner	(REGISTRANT) Heineken Brouwerijen B.V. PRIVATE LIMITED COMPANY NETHERLANDS 2e Weteringplantsoen 21 1017 ZD Amsterdam NETHERLANDS

Attorney of Record H. John Campaign
Priority Date March 23, 1993
Description of Mark The mark is lined for the colors red and green. The cones are also green but they are too small to be lined for said color.
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20040916.
Renewal 1ST RENEWAL 20040916
Live/Dead Indicator LIVE

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Exhibit

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Int. Cl.: 32

Prior U.S. Cl.: 48

United States Patent and Trademark Office

Reg. No. 1,257,788

Registered Nov. 15, 1983

TRADEMARK
Principal Register

MICHELOB

Anheuser-Busch, Incorporated (Missouri corporation)
One Busch Pl.
St. Louis, Mo. 63118

For: BEER, in CLASS 32 (U.S. Cl. 48).
First use Apr. 15, 1896; in commerce Apr. 15,
1896.

Owner of U.S. Reg. Nos. 120,157, 513,140 and
others.

Ser. No. 387,056, filed Sep. 20, 1982.

ELLEN M. DESIMONE, Examining Attorney



United States Patent and Trademark Office

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TARR Status	ASSIGN Status	TDR	TTAB Status
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Typed Drawing

Word Mark	MICHELOB
Goods and Services	IC 032. US 048. G & S: Beer. FIRST USE: 18960415. FIRST USE IN COMMERCE: 18960415
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73387056
Filing Date	September 20, 1982
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	August 23, 1983
Registration Number	1257788
Registration Date	November 15, 1983
Owner	(REGISTRANT) ANHEUSER-BUSCH, INCORPORATED CORPORATION MISSOURI ONE BUSCH PLACE ST. LOUIS MISSOURI 63118
Attorney of Record	ARCH M. AHERN, JR.
Prior Registrations	0120157;0513140;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20031216.
Renewal	1ST RENEWAL 20031216
Live/Dead Indicator	LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP	PREV LIST	CURR LIST
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United States Patent Office

672,613
Registered Jan. 13, 1959

PRINCIPAL REGISTER Trademark

Ser. No. 47,593, filed Mar. 12, 1958

MOLSON

Molson's Brewery Limited (Canada corporation)
1555 Notre Dame St. E.
Montreal, Quebec, Canada

For: MALT BEVERAGES—NAMELY, BEER AND
ALE—in CLASS 48.
First use not later than 1935; in commerce in 1948.
Sec. 2(f).
Owner of U. S. Reg. Nos. 567,876, 570,348, and
570,349.



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Typed Drawing

Word Mark	MOLSON
Goods and Services	IC 032. US 048. G & S: MALT BEVERAGES-NAMELY, BEER AND ALE. FIRST USE: 19350000. FIRST USE IN COMMERCE: 19480000
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72047593
Filing Date	March 12, 1958
Current Filing Basis	1A
Original Filing Basis	1A
Registration Number	0672613
Registration Date	January 13, 1959
Owner	(REGISTRANT) MOLSON'S BREWERY LIMITED CORPORATION CANADA 1555 NOTRE DAME ST. E. MONTREAL, QUEBEC CANADA
	(LAST LISTED OWNER) MOLSON CANADA 2005 PARTNERSHIP CANADA 33 CARLINGVIEW DRIVE TORONTO ONTARIO M9W 5E4
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Lew Hansen
Prior Registrations	0567876;0570348;0570349
Type of Mark	TRADEMARK
Register	PRINCIPAL-2(F)
Affidavit Text	SECT 15. SECTION 8(10-YR) 20090103.

Renewal 2ND RENEWAL 20090103
Live/Dead Indicator LIVE

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Exhibit

7

Int. Cl.: 32

Prior U.S. Cl.: 48

United States Patent and Trademark Office

Reg. No. 1,511,184
Registered Nov. 1, 1988

**TRADEMARK
PRINCIPAL REGISTER**

MOOSEHEAD

**MOOSEHEAD BREWERIES LIMITED
(CANADA CORPORATION)
P.O. BOX 3100
STATION B
SAINT JOHN, NEW BRUNSWICK, CANADA
E2M 3H2**

FOR: BEER, IN CLASS 32 (U.S. CL. 48).

**FIRST USE 5-1-1929; IN COMMERCE
5-1-1929.**

**OWNER OF U.S. REG. NOS. 319,946, 1,217,629
AND OTHERS.**

SER. NO. 714,514, FILED 3-3-1988.

JULIE B. SEYLER, EXAMINING ATTORNEY



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Typed Drawing

Word Mark	MOOSEHEAD
Goods and Services	IC 032. US 048. G & S: BEER. FIRST USE: 19290501. FIRST USE IN COMMERCE: 19290501
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73714514
Filing Date	March 3, 1988
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	August 9, 1988
Registration Number	1511184
Registration Date	November 1, 1988
Owner	(REGISTRANT) MOOSEHEAD BREWERIES LIMITED CORPORATION CANADA P.O. BOX 3100 STATION B SAINT JOHN, NEW BRUNSWICK CANADA E2M 3H2
Attorney of Record	Mark A. Watkins
Prior Registrations	0319946;1198187;1209945;1217629;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20081206.
Renewal	1ST RENEWAL 20081206
Live/Dead Indicator	LIVE

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Int. CL: 32

Prior U.S. Cl.: 48

United States Patent and Trademark Office

Renewal

Reg. No. 866,540

Registered Mar. 11, 1969

OG Date Apr. 11, 1989

**TRADEMARK
PRINCIPAL REGISTER**

SCHLITZ

STROH BREWERY COMPANY, THE
(ARIZONA CORPORATION)
100 RIVER PLACE
DETROIT, MI 48207, ASSIGNEE OF JOS.
SCHLITZ BREWING COMPANY (WIS-
CONSIN CORPORATION) MILWAU-
KEE, WI

OWNER OF U.S. REG. NOS. 52,011,
820,875 AND OTHERS.

SEC. 2(F).

FOR: BEER, IN CLASS 48 (INT. CL.
32).

FIRST USE 5-1-1888; IN COMMERCE
5-1-1888.

SER. NO. 304,869, FILED 8-12-1968.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Apr. 11, 1989.*

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TARR Status	ASSIGN Status	TDR	TTAB Status
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Typed Drawing

Word Mark	SCHLITZ
Goods and Services	IC 032. US 048. G & S: BEER. FIRST USE: 18880501. FIRST USE IN COMMERCE: 18880501
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	72304869
Filing Date	August 12, 1968
Current Filing Basis	1A
Original Filing Basis	1A
Registration Number	0866540
Registration Date	March 11, 1969
Owner	(REGISTRANT) JOS. SCHLITZ BREWING COMPANY CORPORATION WISCONSIN 235 W. GALENA ST. MILWAUKEE WISCONSIN 53201 (LAST LISTED OWNER) STROH BREWERY COMPANY, THE CORPORATION ASSIGNEE OF ARIZONA 100 RIVER PLACE DETROIT MICHIGAN 48207
Assignment Recorded	ASSIGNMENT RECORDED
Prior Registrations	0052011;0820875;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL-2(F)
Affidavit Text	SECT 15.
Renewal	1ST RENEWAL 19890311
Live/Dead	

Indicator LIVE

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Exhibit

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Int. Cl.: 32

Prior U.S. Cl.: 48

United States Patent and Trademark Office

Reg. No. 1,666,892

Registered Dec. 3, 1991

**TRADEMARK
PRINCIPAL REGISTER**



CERVECERIA CUAUHEMOC, S.A. DE C.V.
(MEXICO CORPORATION)
AVE. ALFONSO REYES 2202 NTE.
MONTEREY, NEUVO LEON 64442, MEXICO

FIRST USE 2-0-1974; IN COMMERCE
2-0-1974.

OWNER OF U.S. REG. NO. 1,313,746.

SER. NO. 74-123,335, FILED 12-14-1990.

FOR: BEER, IN CLASS 32 (U.S. CL. 48).

M. E. BODSON, EXAMINING ATTORNEY



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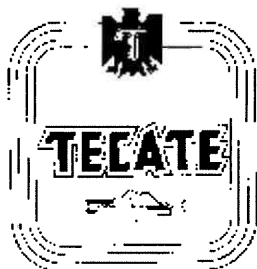
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**Word Mark**

T TECATE

Goods and Services

IC 032. US 048. G & S: beer. FIRST USE: 19740200. FIRST USE IN COMMERCE: 19740200

Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS**Design Search Code**

03.15.01 - Eagles
 03.15.19 - Birds or bats in flight or with outspread wings
 03.15.24 - Stylized birds and bats
 06.01.04 - Mountains (landscapes); Scenery with mountains
 20.03.10 - Bottle labels; Labels for bottles
 24.09.07 - Advertising, banners; Banners
 26.09.02 - Plain single line squares; Squares, plain single line
 26.09.20 - Squares inside one another

Serial Number

74123335

Filing Date

December 14, 1990

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition

September 10, 1991

Registration Number

1666892

Registration Date

December 3, 1991

Owner (REGISTRANT) CERVECERIA CUAUHEMOC, S.A. DE C.V. CORPORATION MEXICO Ave.
Alfonso Reyes 2202 Nte. Monterey, Neuvo Leon 64442 MEXICO

(LAST LISTED OWNER) CCM IP, S.A. CORPORATION SWITZERLAND Avenue de Rumine
33 CH-1005 Lausanne SWITZERLAND

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record SCOTT W PETERSEN

Prior Registrations 1313746

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20010418.

Renewal 1ST RENEWAL 20010418

Live/Dead Indicator LIVE

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Exhibit

10

Int. Cl.: 32

Prior U.S. Cl.: 48

United States Patent and Trademark Office **Reg. No. 1,707,093**
Registered Aug. 11, 1992

**TRADEMARK
PRINCIPAL REGISTER**

CARTA BLANCA

CERVECERIA CUAUHTEMOC, S.A. DE C.V.
(MEXICO CORPORATION)
AVE. ALFONSO REYES 2202 NTE.
MONTEREY, NUEVO LEON 64442, MEXICO

FOR: BEER, IN CLASS 32 (U.S. CL. 48).
FIRST USE 6-21-1952; IN COMMERCE
2-9-1953.

OWNER OF U.S. REG. NOS. 595,653, 1,097,665
AND OTHERS.

THE ENGLISH TRANSLATION OF THE
SPANISH WORD "CARTA" IS "LETTER" AND
THE SPANISH WORD "BLANCA" IS "WHITE".

SER. NO. 74-129,363, FILED 1-10-1991.

KATHERINE STOIDES, EXAMINING ATTOR-
NEY



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Typed Drawing

Word Mark	CARTA BLANCA
Translations	The English translation of the Spanish word "CARTA" is "letter" and the Spanish word "BLANCA" is "white".
Goods and Services	IC 032. US 048. G & S: beer. FIRST USE: 19520621. FIRST USE IN COMMERCE: 19530209
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74129363
Filing Date	January 10, 1991
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	May 19, 1992
Registration Number	1707093
Registration Date	August 11, 1992
Owner	(REGISTRANT) CERVECERIA CUAUHEMOC, S.A. DE C.V. CORPORATION MEXICO Ave. Alfonso Reyes 2202 Nte. Monterey, Nuevo Leon 64442 MEXICO
	(LAST LISTED OWNER) CCM IP, S.A. CORPORATION SWITZERLAND Avenue de Rumine 33 CH-1005 Lausanne SWITZERLAND
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	SCOTT W PETERSEN
Prior Registrations	0595653;0595663;0775513;1097665
Type of Mark	TRADEMARK

Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20020318.
Renewal 1ST RENEWAL 20020318
Live/Dead Indicator LIVE

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Exhibit

B

Exhibit

1

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,230,687

Registered Apr. 17, 2007

**TRADEMARK
PRINCIPAL REGISTER**



ANHEUSER-BUSCH, INCORPORATED (MISSOURI CORPORATION)

ONE BUSCH PLACE

ST. LOUIS, MO 63118

FOR: CLOTHING, NAMELY SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-31-2005; IN COMMERCE 3-31-2005.

OWNER OF U.S. REG. NOS. 922,481, 2,540,485, AND OTHERS.

THE MARK CONSISTS OF A SOLID BOW TIE DESIGN WITH THE WORD BUDWEISER WRITTEN ACROSS IT.

SN 78-484,154, FILED 9-15-2004.

CHRISIE B. KING, EXAMINING ATTORNEY



United States Patent and Trademark Office

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Word Mark	BUDWEISER
Goods and Services	IC 025. US 022 039. G & S: clothing, namely shirts. FIRST USE: 20050331. FIRST USE IN COMMERCE: 20050331
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	09.03.15 - Bow ties; Neckties; Ties, neckties or bow ties 26.11.21 - Rectangles that are completely or partially shaded 26.11.28 - Miscellaneous designs with overall rectangular shape; Rectangular shapes (miscellaneous overall shape) 26.15.21 - Polygons that are completely or partially shaded
Serial Number	78484154
Filing Date	September 15, 2004
Current Filing Basis	1A
Original Filing Basis	1B
Published for Opposition	July 12, 2005
Registration Number	3230687
Registration Date	April 17, 2007
Owner	(REGISTRANT) Anheuser-Busch, Incorporated CORPORATION MISSOURI One Busch Place St. Louis MISSOURI 63118
Attorney of Record	Deborah L. Norman

Prior Registrations 0922481;1360746;1475375;1544754;2333424;2540485;AND OTHERS

Description of Mark The mark consists of A solid bow tie design with the word **BUDWEISER** written across it.

Type of Mark TRADEMARK

Register PRINCIPAL

Live/Dead Indicator LIVE

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Exhibit

2

Int. Cls.: 16, 21, 25, 28, 32, 33 and 35

**Prior U.S. Cls.: 2, 5, 13, 22, 23, 29, 30, 33, 37, 38, 39,
40, 45, 46, 47, 48, 49, 50, 100, 101 and 102**

Reg. No. 3,183,865

United States Patent and Trademark Office

Registered Dec. 12, 2006

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**



**COORS GLOBAL PROPERTIES, INC. (COLOR-
ADO CORPORATION)**

CE 235

**17735 W. 32ND AVENUE
GOLDEN, CO 80401**

**FOR: PAPER GOODS, NAMELY, PRINTED PA-
PER SIGNS, PRINTED ADVERTISING AND PRO-
MOTIONAL MATERIALS, NAMELY, PAMPHLETS,
CARDBOARD GOODS, NAMELY CARDBOARD
BOXES, PACKAGES IN PRINTED FORM FOR BEER
AND ALCOHOLIC BEVERAGES, CONTAINERS,
COASTERS, BEVERAGE CARRIERS AND ADVER-
TISING SIGNS, PAPER BANNERS, POSTERS, PA-
PER TABLE TENTS, DISPLAY CARDS, PAPER
PENNANTS, PENS, STICKERS, PAPER COASTERS,
PAPER NAPKINS, CARDBOARD FLOOR DIS-
PLAYS FOR MERCHANDISING PRODUCTS, NOTE
PAPER, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38
AND 50).**

FIRST USE 1-1-2004; IN COMMERCE 1-1-2004.

**FOR: INSULATING SLEEVES FOR BEVERAGE
CANS, INSULATING SLEEVES FOR BEVERAGE
BOTTLES, PORTABLE CAN COOLERS, PORTABLE
BOTTLE COOLERS, THERMALLY INSULATED
CONTAINERS FOR FOOD AND BEVERAGES, POR-
TABLE PLASTIC COOLERS, PORTABLE METAL
COOLERS, COASTERS NOT OF PAPER AND NOT
OF TABLE LINEN, BEVERAGE GLASSWARE, BOT-
TLE OPENERS, PITCHERS, PLASTIC BUCKETS,
PLASTIC CUPS, PLASTIC WATER BOTTLES SOLD
EMPTY, SERVING TRAYS NOT OF PRECIOUS
METAL, BOTTLE CADDIES, MUGS, CUPS, INSU-
LATED BEVERAGE HOLDERS, GOLF SHOE BRU-**

**SHES, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40
AND 50).**

FIRST USE 5-1-2004; IN COMMERCE 5-1-2004.

**FOR: CLOTHING, NAMELY SHIRTS, T-SHIRTS,
GOLF SHIRTS, SWEATSHIRTS, ARM BANDS,
BOWLING SHIRTS, DENIM SHIRTS, APRONS,
PANTS, TOPS, SHORTS, DRESSES, SWEATPANTS,
TANK TOPS, JACKETS, WIND RESISTANT JACK-
ETS, PONCHOS, HATS, CAPS, JERSEYS, IN CLASS
25 (U.S. CLS. 22 AND 39).**

FIRST USE 5-1-2004; IN COMMERCE 5-1-2004.

**FOR: GOLF BALLS, GOLF BAGS, GOLF TEES,
FOOTBALLS, POOL CUES, SPORTS EQUIPMENT,
NAMELY DART BOARDS, DARTS, DART CARRY-
ING CASES, DART BOARD CASES, TABLE TENNIS
PADDLES, TABLE TENNIS BALLS, PADDLING
GAMES, NAMELY TABLE TENNIS, PADDLE
BALLS, BASKETBALLS, SOCCER BALLS, VOLLEY-
BALLS, VOLLEYBALL NETS, BILLIARD BALLS,
POOL CUE CHALK, BOWLING BALLS, GOLF BALL
MARKERS, GOLF BALL RETRIEVERS, GOLF
BALL SLEEVES, BAGS, ESPECIALLY ADAPTED
FOR SPORTS EQUIPMENT, SPORTING ARTICLES,
NAMELY FLYING DISCS, BALLOONS, PAPER
STREAMERS, IN CLASS 28 (U.S. CLS. 22, 23, 38
AND 50).**

FIRST USE 5-1-2004; IN COMMERCE 5-1-2004.

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 1-1-2004; IN COMMERCE 1-1-2004.



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Word Mark
Goods and Services

ZIMA XXX

IC 016. US 002 005 022 023 029 037 038 050. G & S: paper goods, namely, printed paper signs, printed advertising and promotional materials, namely, pamphlets, cardboard goods, namely cardboard boxes, packages in printed form for beer and alcoholic beverages, containers, coasters, beverage carriers and advertising signs, paper banners, posters, paper table tents, display cards, paper pennants, pens, stickers, paper coasters, paper napkins, cardboard floor displays for merchandising products, note paper. FIRST USE: 20040101. FIRST USE IN COMMERCE: 20040101

IC 021. US 002 013 023 029 030 033 040 050. G & S: insulating sleeves for beverage cans, insulating sleeves for beverage bottles, portable can coolers, portable bottle coolers, thermally insulated containers for food and beverages, portable plastic coolers, portable metal coolers, coasters not of paper and not of table linen, beverage glassware, bottle openers, pitchers, plastic buckets, plastic cups, plastic water bottles sold empty, serving trays not of precious metal, bottle caddies, mugs, cups, insulated beverage holders, golf shoe brushes. FIRST USE: 20040501. FIRST USE IN COMMERCE: 20040501

IC 025. US 022 039. G & S: clothing, namely shirts, t-shirts, golf shirts, sweatshirts, arm bands, bowling shirts, denim shirts, aprons, pants, tops, shorts, dresses, sweatpants, tank tops, jackets, wind resistant jackets, ponchos, hats, caps, jerseys. FIRST USE: 20040501. FIRST USE IN COMMERCE: 20040501

IC 028. US 022 023 038 050. G & S: golf balls, golf bags, golf tees, footballs, pool cues, sports equipment, namely dart boards, darts, dart carrying cases, dart board cases, table tennis paddles, table tennis balls, paddling games, namely table tennis, paddle balls, basketballs, soccer balls,

volleyballs, volleyball nets, billiard balls, pool cue chalk, bowling balls, golf ball markers, golf ball retrievers, golf ball sleeves, bags, especially adapted for sports equipment, sporting articles, namely flying discs, balloons, paper streamers. FIRST USE: 20040501. FIRST USE IN COMMERCE: 20040501

IC 032. US 045 046 048. G & S: beer. FIRST USE: 20040101. FIRST USE IN COMMERCE: 20040101

IC 033. US 047 049. G & S: alcoholic beverage produced from a brewed malt base containing natural flavors. FIRST USE: 20040101. FIRST USE IN COMMERCE: 20040101

IC 035. US 100 101 102. G & S: computer services, namely providing consumer information in the fields of beer, alcoholic beverages, beer and alcoholic beverage promotional merchandise, promotional events and services by means of a computer network, retail sales of clothing and glassware. FIRST USE: 20040101. FIRST USE IN COMMERCE: 20040101

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Serial Number 78825054

Filing Date February 28, 2006

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition September 26, 2006

Registration Number 3183865

Registration Date December 12, 2006

Owner (REGISTRANT) Coors Global Properties, Inc. CORPORATION COLORADO CE 235 17735 W. 32nd Avenue Golden COLORADO 80401

(LAST LISTED OWNER) MILLERCOORS LLC LTD LIAB CO DELAWARE 1209 ORANGE STREET WILMINGTON DELAWARE 19801

Assignment Recorded ASSIGNMENT RECORDED

Attorney of Record Sabrina C. Stavish

Prior Registrations 1933088;1938526;1970242;AND OTHERS

Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "XXX" as to Classes 032 and 033 APART FROM THE MARK AS SHOWN

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live/Dead Indicator LIVE

TESS HOME	NEW USER	STRUCTURED	FREE FORM	BROWSE DICT	SEARCH OG	TOP	HELP	PREV LIST	CURR LIST
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Exhibit

3

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,677,719

Registered Mar. 3, 1992

**TRADEMARK
PRINCIPAL REGISTER**



CERVECERIA MOCTEZUMA, S.A. DE C.V.
(MEXICO CORPORATION)
AVE. ALFONSO REYES 2202 NTE.
MONTEREY, NEUVO LEON 64442, MEXICO

FOR: CLOTHING FOR MEN, WOMEN AND
CHILDREN; NAMELY, T-SHIRTS, SWEAT-
SHIRTS, GOLF SHIRTS, JACKETS, SWEAT-
ERS, PANTS, HATS, SOCKS, BELTS AND
APRONS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 1-0-1975; IN COMMERCE
1-0-1975.

OWNER OF U.S. REG. NO. 904,930.

THE LINING IS A FEATURE OF THE MARK
AND DOES NOT INDICATE COLOR.

THE ENGLISH TRANSLATION OF THE
WORDS "DOS EQUIS" IN THE MARK IS "TWO
X'S".

SER. NO. 74-136,850, FILED 2-6-1991.

COLLEEN SCHALLOCK, EXAMINING AT-
TORNEY



United States Patent and Trademark Office

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**Word Mark****DOS EQUIS XX****Translations**

The English translation of the words "DOS EQUIS" in the mark is "two X's".

Goods and Services

IC 025. US 039. G & S: clothing for men, women and children; namely, T-shirts, sweatshirts, golf shirts, jackets, sweaters, pants, hats, socks, belts and aprons. FIRST USE: 19750100. FIRST USE IN COMMERCE: 19750100

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code

02.01.01 - Busts of men facing forward; Heads of men facing forward; Men - heads, portraiture, or busts facing forward; Portraiture of men facing forward
 02.01.10 - Men, Spaniards or Mexicans, including men wearing sombreros; Mexican men; Sombreros, men wearing; Spaniards (men)
 02.01.12 - Egyptians (men); Greeks (men); Men, Romans, Greeks and Egyptians (ancient dress); Romans (men)
 24.05.02 - Seals having some other shape
 26.07.12 - Diamonds with bars, bands and lines
 26.07.13 - Diamonds, exactly two diamonds; Two diamonds
 26.07.28 - Diamond shapes (miscellaneous overall shape); Miscellaneous designs with overall diamond shape, including letters forming or comprising a diamond

Serial Number

74136850

Filing Date

February 6, 1991

Current Filing Basis

1A

Original Filing Basis

1A

Published for Opposition December 10, 1991
Registration Number 1677719
Registration Date March 3, 1992
Owner (REGISTRANT) CERVECERIA MOCTEZUMA, S.A. DE C.V. CORPORATION MEXICO Ave.
Alfonso Reyes 2202 Nte. Monterey, Neuvo Leon 64442 MEXICO

(LAST LISTED OWNER) CCM IP, S.A. CORPORATION SWITZERLAND Avenue de Rumine 33
CH-1005 Lausanne SWITZERLAND
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record SCOTT W PETERSEN
Prior Registrations 0904930
Description of Mark The lining is a feature of the mark and does not indicate color.
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20010725.
Renewal 1ST RENEWAL 20010725
Live/Dead Indicator LIVE

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Exhibit

4

Int. Cls.: 16, 18, 21, 25, 26, 28 and 34

Prior U.S. Cls.: 2, 3, 8, 22, 23, 30, 33, 37, 38, 39, 40, 41 and 50

United States Patent and Trademark Office **Reg. No. 1,342,529**
Registered June 18, 1985

TRADEMARK
PRINCIPAL REGISTER



HEINEKEN BROUWERIJEN B.V. (NETHERLANDS PRIVATE LIMITED COMPANY)
2E WETERING-PLANTSOEN 21
AMSTERDAM, NETHERLANDS

FOR: PENS, POSTERS, AND PAPER COASTERS, IN CLASS 16 (U.S. CLS. 37 AND 38).

FIRST USE 2-1-1981; IN COMMERCE 2-1-1981.

FOR: PATIO UMBRELLAS, AND ALL-PURPOSE SPORT AND TRAVEL BAGS, IN CLASS 18 (U.S. CLS. 3 AND 41).

FIRST USE 2-1-1981; IN COMMERCE 2-1-1981.

FOR: DELFT MUGS, STEMWARE, SEIDELS, BOTTLE OPENERS, PLASTIC CUPS; NOVELTY ITEMS—NAMESLY, PLASTIC BOTTLE AND CAN REPLICAS, IN CLASS 21 (U.S. CLS. 2, 23, 30, 33 AND 50).

FIRST USE 2-1-1981; IN COMMERCE 2-1-1981.

FOR: JACKETS, T-SHIRTS, ATHLETIC JERSEYS, SPORTS CAPS, VISORS, HATS, SUS-

PENDERS, AND WOODEN SHOES, IN CLASS 25 (U.S. CL. 39).

FIRST USE 2-1-1981; IN COMMERCE 2-1-1981.

FOR: BELT BUCKLES, AND EMBROIDERED EMBLEMS, IN CLASS 26 (U.S. CL. 40).

FIRST USE 2-1-1981; IN COMMERCE 2-1-1981.

FOR: GOLF BALLS, AND FLYING DISCS, IN CLASS 28 (U.S. CL. 22).

FIRST USE 2-1-1981; IN COMMERCE 2-1-1981.

FOR: LIGHTERS, IN CLASS 34 (U.S. CL. 8).

FIRST USE 2-1-1981; IN COMMERCE 2-1-1981.

OWNER OF U.S. REG. NOS. 547,390, 956,608 AND OTHERS.

SEC. 2(F).

SER. NO. 458,429, FILED 12-27-1983.

MARY COYLE, EXAMINING ATTORNEY



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Word Mark

HEINEKEN

Goods and Services

IC 016. US 037 038. G & S: Pens, Posters, and Paper Coasters. FIRST USE: 19810201. FIRST USE IN COMMERCE: 19810201

IC 018. US 003 041. G & S: Patio Umbrellas, and All-Purpose Sport and Travel Bags. FIRST USE: 19810201. FIRST USE IN COMMERCE: 19810201

IC 021. US 002 023 030 033 050. G & S: Delft Mugs, Stemware, Seidels, Bottle Openers, Plastic Cups; Novelty Items-Namely, Plastic Bottle and Can Replicas. FIRST USE: 19810201. FIRST USE IN COMMERCE: 19810201

IC 025. US 039. G & S: Jackets, T-Shirts, Athletic Jerseys, Sports Caps, Visors, Hats, Suspenders, and Wooden Shoes. FIRST USE: 19810201. FIRST USE IN COMMERCE: 19810201

IC 026. US 040. G & S: Belt Buckles, and Embroidered Emblems. FIRST USE: 19810201. FIRST USE IN COMMERCE: 19810201

IC 028. US 022. G & S: Golf Balls, and Flying Discs. FIRST USE: 19810201. FIRST USE IN COMMERCE: 19810201

IC 034. US 008. G & S: Lighters. FIRST USE: 19810201. FIRST USE IN COMMERCE: 19810201

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Search Code 20.03.10 - Bottle labels; Labels for bottles
24.07.07 - Prize ribbons; Ribbons, prize
24.09.07 - Advertising, banners; Banners

Serial Number 73458429

Filing Date December 27, 1983

Current Filing Basis 1A

Original Filing Basis 1A

Published for Opposition April 9, 1985

Registration Number 1342529

Registration Date June 18, 1985

Owner (REGISTRANT) **Heineken** Brouwerijen B.V. private limited company NETHERLANDS 2e Wetering-plantsoen 21 Amsterdam NETHERLANDS

Attorney of Record H. John Campaign

Prior Registrations 0547390;0956608;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL-2(F)

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20050826.

Renewal 1ST RENEWAL 20050826

Live/Dead Indicator LIVE

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Exhibit

5

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office **Reg. No. 1,354,391**
Registered Aug. 13, 1985

**TRADEMARK
PRINCIPAL REGISTER**

MICHELOB

ANHEUSER-BUSCH, INCORPORATED (MISSOURI CORPORATION)
ONE BUSCH PLACE
ST. LOUIS, MO 63118

FOR: CLOTHING—NAMELY, APRONS, HEAD BANDS, WRIST BANDS, BLAZERS, CAPS, HATS, JACKETS, VESTS, JERSEYS, SHIRTS, SHORTS, SLACKS, SOCKS, ATHLETIC SUITS, SWEATSHIRTS, SWEATERS, NECK-

TIES, UNIFORMS, AND VISORS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 7-0-1938; IN COMMERCE 7-0-1938.

SER. NO. 523,988, FILED 2-25-1985.

STEWART J. BELLUS, EXAMINING ATTORNEY



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Typed Drawing

Word Mark	MICHELOB
Goods and Services	IC 025. US 022 039. G & S: CLOTHING-NAMELY, [APRONS, HEAD BANDS, WRIST BANDS, BLAZERS,] CAPS, HATS, JACKETS, [VESTS,] JERSEYS, SHIRTS, SHORTS, SLACKS, SOCKS, ATHLETIC SUITS, SWEATSHIRTS, SWEATERS, [NECKTIES,] UNIFORMS, AND VISORS. FIRST USE: 19380700. FIRST USE IN COMMERCE: 19380700
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73523988
Filing Date	February 25, 1985
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	June 4, 1985
Registration Number	1354391
Registration Date	August 13, 1985
Owner	(REGISTRANT) ANHEUSER-BUSCH, INCORPORATED CORPORATION MISSOURI ONE BUSCH PLACE ST. LOUIS MISSOURI 63118
Attorney of Record	ROY A. LIEDER
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20051219.
Renewal	1ST RENEWAL 20051219
Live/Dead	

Indicator **LIVE**

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Exhibit

6

Int. Cls.: 9, 18, 21, 25 and 29

**Prior U.S. Cls.: 1, 2, 3, 13, 21, 22, 23, 26, 29, 30,
33, 36, 38, 39, 40, 41, 46 and 50**

Reg. No. 2,336,948

Registered Apr. 4, 2000

United States Patent and Trademark Office

**TRADEMARK
PRINCIPAL REGISTER**

MOLSON

**MOLSON BREWERIES (PARTNERSHIP)
175 BLOOR STREET EAST
TORONTO, ONTARIO, CANADA M4W 3S4**

FOR: SUNGLASSES; ELECTRIC SIGNS; LUMINOUS SIGNS; NEON SIGNS; NOTE MAGNETS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: ALL PURPOSE SPORTS BAGS; WALLET; UMBRELLAS; HIP PACKS; TOTE BAGS; SUITCASES; BRIEFCASES; BACK PACKS; BUSINESS CARD CASES, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FOR: THERMAL INSULATED BEVERAGE HOLDERS; PORTABLE ICE CHESTS FOR FOOD AND BEVERAGE; BOTTLE OPENERS; STEINS; MUGS; BEVERAGE GLASSWARE AND RELATED ACCESSORIES, NAMELY, DRINKING GLASSES, CUPS, SPORTS WATER BOTTLES, AND COASTERS; ICE BUCKETS;

BEER TUBS; TAP HANDLES, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50).

FOR: PANTS; APRONS; CAPS; T-SHIRTS; SWEATSHIRTS; JACKETS; SHIRTS; SUSPENDERS; SWEATERS; VESTS; RAIN SUITS; ROBES; TOPS; BUSTIERS; SHORTS; BATHING SUITS; CLOTHING ACCESSORIES, NAMELY, HEADBANDS, HATS, TIES, VISORS, BELTS, SOCKS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FOR: FOOD, NAMELY, PACKAGED NUTS, IN CLASS 29 (U.S. CL. 46).

PRIORITY CLAIMED UNDER SEC. 44(D) ON CANADA APPLICATION NO. 792980, FILED 9-13-1995, REG. NO. TMA497995, DATED 7-29-1998, EXPIRES 7-29-2013.

OWNER OF U.S. REG. NOS. 672,613, 1,840,785 AND OTHERS.

SER. NO. 75-033,328, FILED 12-15-1995.

WON TEAK OH, EXAMINING ATTORNEY



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Typed Drawing

Word Mark	MOLSON
Goods and Services	IC 009. US 021 023 026 036 038. G & S: sunglasses; electric signs; luminous signs; neon signs; note magnets]
	IC 018. US 001 002 003 022 041. G & S: all purpose sports bags; wallets; umbrellas; hip packs;] tote bags; suitcases; briefcases; back packs; business card cases
	IC 021. US 002 013 023 029 030 033 040 050. G & S: thermal insulated beverage holders; portable ice chests for food and beverage; bottle openers; [steins;] mugs; beverage glassware and related accessories, namely, drinking glasses, cups, [sports water bottles,] and coasters; ice buckets; beer tubs; tap handles
	IC 025. US 022 039. G & S: pants; aprons; caps; T-shirts; sweatshirts; jackets; shirts;[suspenders;] sweaters; vests; rain suits;[robes;] tops; [bustiers;]shorts; bathing suits; clothing accessories, namely, headbands, hats,[ties,]visors,[belts, socks]
	IC 029. US 046. G & S: food, namely, packaged nuts
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	75033328
Filing Date	December 15, 1995
Current Filing Basis	44E
Original Filing Basis	1B;44D
Published for Opposition	January 11, 2000
Registration Number	2336948

Registration Date April 4, 2000
Owner (REGISTRANT) **MOLSON** BREWERIES composed of THE **MOLSON** COMPANIES LIMITED
PARTNERSHIP CANADA 175 Bloor Street East Toronto, Ontario CANADA M4W 3S4

(LAST LISTED OWNER) **MOLSON** CANADA 2005 PARTNERSHIP CANADA 33 CARLINGVIEW
DRIVE TORONTO ONTARIO M9W 5E4
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record LEWIS D. HANSEN
Priority Date September 13, 1995
Prior Registrations 0672613;1033204;1708522;1803371;1840785;AND OTHERS
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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Exhibit

7

Int. Cls.: 16, 18, 21 and 25

Prior U.S. Cls.: 2, 3, 13, 33, 38, 39 and 50

United States Patent and Trademark Office

Reg. No. 1,598,511

Registered May 29, 1990

**TRADEMARK
PRINCIPAL REGISTER**

MOOSEHEAD

**MOOSEHEAD BREWERIES LIMITED
(CANADA CORPORATION)
P.O. BOX 3100, STATION B
SAINT JOHN, NEW BRUNSWICK, CANADA
E2M 3H2**

**FOR: BANNERS, BAR SIGNS AND CRESTS
MADE OF PAPER, IN CLASS 16 (U.S. CLS. 38
AND 50).**

FOR: TOTE BAGS, IN CLASS 18 (U.S. CL. 3).

**FOR: DRINKING GLASSES, MUGS, SERV-
ING TRAYS, PLASTIC CUPS, INSULATED
BEVERAGE HOLDERS, AND PORTABLES IN-
SULATED CONTAINERS FOR FOOD AND
BEVERAGE, IN CLASS 21 (U.S. CLS. 2, 13 AND
33).**

**FOR: CLOTHING, NAMELY SWEATERS,
FOOTBALL JERSEYS, MESH BALL CAPS,
WINTER BALL CAPS, PAINTER HATS,
APRONS, GOLF SHIRTS, SPORTS SHIRTS, T-
SHIRTS, LONG JOHN SHIRTS, 3/4 BALL
SHIRTS, HOCKEY SWEATERS, COWBOY
HATS, IN CLASS 25 (U.S. CL. 39).**

**PRIORITY CLAIMED UNDER SEC. 44(D) ON
CANADA APPLICATION NO. 611198, FILED
7-14-1988, REG. NO. 357860, DATED 6-30-1989,
EXPIRES 6-30-2004.**

**OWNER OF U.S. REG. NOS. 1,198,187, 1,217,629
AND OTHERS.**

SER. NO. 73-758,597, FILED 10-19-1988.

JANICE O'LEAR, EXAMINING ATTORNEY


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Typed Drawing

Word Mark	MOOSEHEAD
Goods and Services	IC 016. US 038 050. G & S: BANNERS, BAR SIGNS AND CRESTS MADE OF PAPER (CANCELLED) IC 018. US 001 002 003 022 041. G & S: [TOTE BAGS] IC 021. US 002 013 033. G & S: DRINKING GLASSES, MUGS, SERVING TRAYS, PLASTIC CUPS, INSULATED BEVERAGE HOLDERS, AND PORTABLES INSULATED CONTAINERS FOR FOOD AND BEVERAGE IC 025. US 039. G & S: CLOTHING, NAMELY SWEATERS, FOOTBALL JERSEYS, MESH BALL CAPS, WINTER BALL CAPS, PAINTER HATS, APRONS, GOLF SHIRTS, SPORTS SHIRTS, T-SHIRTS, LONG JOHN SHIRTS, 3/4 BALL SHIRTS, HOCKEY SWEATERS, COWBOY HATS
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73758597
Filing Date	October 19, 1988
Current Filing Basis	44E
Original Filing Basis	44D
Published for Opposition	March 6, 1990
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1598511
Registration Date	May 29, 1990

Owner (REGISTRANT) **MOOSEHEAD** BREWERIES LIMITED CORPORATION CANADA 89 MAIN STREET WEST SAINT JOHN, NEW BRUNSWICK CANADA E2M 3H2

Attorney of Record Mark A. Watkins

Priority Date July 14, 1988

Prior Registrations 1198187;1217629;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. PARTIAL SECT 8 (6-YR). SECTION 8(10-YR) 20010615.

Renewal 1ST RENEWAL 20010615

Live/Dead Indicator LIVE

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Exhibit

8

Int. Cls.: 25 and 28

Prior U.S. Cls.: 22, 23, 38, 39 and 50

United States Patent and Trademark Office

Reg. No. 1,923,780

Registered Oct. 3, 1995

**TRADEMARK
PRINCIPAL REGISTER**

SCHLITZ

STROH BREWERY COMPANY, THE (ARIZONA
CORPORATION)
100 RIVER PLACE
DETROIT, MI 482074291

FOR: CLOTHING, NAMELY SHIRTS, T-
SHIRTS, HATS, SHORTS, JACKETS, TURTLE-
NECKS, SWEATERS, SWEATSHIRTS, SWEAT-
PANTS AND SWEAT SHIRTS, IN CLASS 25 (U.S.
CL. 39).

FIRST USE 0-0-1969; IN COMMERCE
0-0-1969.

FOR: SPORTING GOODS, NAMELY GOLF
BALLS; SPORT BALLS, NAMELY FOOTBALLS

AND BASKETBALLS; GOLF BAGS; FLYING
DISKS; GOLF TEES, IN CLASS 28 (U.S. CLS. 22,
23, 38 AND 50).

FIRST USE 0-0-1969; IN COMMERCE
0-0-1969.

OWNER OF U.S. REG. NO. 1,612,120.

THE ENGLISH TRANSLATION OF
"SCHLITZ" IS "SLIT".

SER. NO. 74-572,783, FILED 9-13-1994.

ANIL V. GEORGE, EXAMINING ATTORNEY



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Typed Drawing

Word Mark	SCHLITZ
Translations	The English translation of " SCHLITZ " is "slit".
Goods and Services	IC 025. US 039. G & S: clothing, namely shirts, T-shirts, hats, shorts, jackets, turtlenecks, sweaters, sweatshirts, sweatpants and sweat shirts. FIRST USE: 19690000. FIRST USE IN COMMERCE: 19690000
	(CANCELLED) IC 028. US 022 023 038 050. G & S: sporting goods, namely golf balls; sport balls, namely footballs and basketballs; golf bags; flying disks; golf tees. FIRST USE: 19690000. FIRST USE IN COMMERCE: 19690000
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74572783
Filing Date	September 13, 1994
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	July 11, 1995
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	1923780
Registration Date	October 3, 1995
Owner	(REGISTRANT) Stroh Brewery Company, The CORPORATION ARIZONA 100 River Place Detroit MICHIGAN 482074291
	(LAST LISTED OWNER) PABST BREWING COMPANY CORPORATION BY ASSIGNMENT

DELAWARE S & P COMPANY 100 SHORELINE HIGHWAY, BUILDING B - SUITE 395 MILL
VALLEY CALIFORNIA 94941

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** WILLIAM B. NASH

**Prior
Registrations** 1612120

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). PARTIAL SECTION 8(10-YR) 20060120.

Renewal 1ST RENEWAL 20060120

**Live/Dead
Indicator** LIVE

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Exhibit

9

Int. Cl.: 25

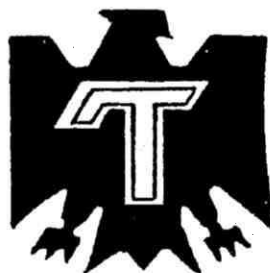
Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,700,633

Registered July 14, 1992

**TRADEMARK
PRINCIPAL REGISTER**



TECATE

CERVECERIA CUAUHEMOC, S.A. DE C.V.
(MEXICO CORPORATION)
AVE. ALFONSO REYES 2202 NTE.
MONTEREY, NEUVO LEON 64442, MEXICO

FOR: CLOTHING FOR MEN, WOMEN AND
CHILDREN; NAMELY, T-SHIRTS, SWEAT-
SHIRTS, GOLF SHIRTS, JACKETS, SWEAT-
ERS, PANTS, HATS, SOCKS, BELTS AND

BUCKLES, AND APRONS, IN CLASS 25 (U.S.
CL. 39).

FIRST USE 1-0-1975; IN COMMERCE
1-0-1975.

OWNER OF U.S. REG. NO. 1,313,746.

SER. NO. 74-126,981, FILED 12-31-1990.

M. E. BODSON, EXAMINING ATTORNEY



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TECATE

Word Mark	TECATE
Goods and Services	IC 025. US 039. G & S: clothing for men, women and children; namely, T-shirts, sweatshirts, golf shirts, jackets, sweaters, pants, hats, socks, belts and buckles, and aprons. FIRST USE: 19750100. FIRST USE IN COMMERCE: 19750100
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	03.15.01 - Eagles 03.15.19 - Birds or bats in flight or with outspread wings 06.01.04 - Mountains (landscapes); Scenery with mountains 09.01.02 - Embroidery; Labels, clothing; Stitching, not on clothing pockets 24.09.07 - Advertising, banners; Banners 26.09.02 - Plain single line squares; Squares, plain single line 26.09.20 - Squares inside one another
Serial Number	74126981
Filing Date	December 31, 1990
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	April 21, 1992
Registration Number	1700633

Registration Date July 14, 1992**Owner** (REGISTRANT) CERVECERIA CUAUHEMOC, S.A. DE C.V. CORPORATION MEXICO Ave.
Alfonso Reyes 2202 Nte. Monterey, Neuvo Leon 64442 MEXICO(LAST LISTED OWNER) CCM IP, S.A. CORPORATION SWITZERLAND Avenue de Rumine 33
CH-1005 Lausanne SWITZERLAND**Assignment
Recorded** ASSIGNMENT RECORDED**Attorney of
Record** SCOTT W. PETERSEN**Prior
Registrations** 1313746**Type of Mark** TRADEMARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20020731.**Renewal** 1ST RENEWAL 20020731**Live/Dead
Indicator** LIVE

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Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office **Reg. No. 1,731,199**
Registered Nov. 10, 1992

**TRADEMARK
PRINCIPAL REGISTER**

CARTA BLANCA

CERVECERIA CUAUHEMOC, S.A. DE C.V.
(MEXICO CORPORATION)
AVE. ALFONSO REYES 2202 NTE.
MONTEREY, NEUVO LEON 64442, MEXICO

FOR: CLOTHING FOR MEN, WOMEN, AND
CHILDREN; NAMELY, T-SHIRTS, SWEAT-
SHIRTS, GOLF SHIRTS, JACKETS, SWEAT-
ERS, PANTS, HATS, SOCKS, BELTS, AND
APRONS, IN CLASS 25 (U.S. CL. 39).

FIRST USE 1-0-1975; IN COMMERCE
1-0-1975.

OWNER OF U.S. REG. NOS. 595,653, 775,513,
AND 1,097,665.

THE ENGLISH TRANSLATION OF THE
SPANISH WORDS "CARTA" AND "BLANCA"
IN THE MARK IS "LETTER" AND "WHITE",
RESPECTIVELY.

SER. NO. 74-124,576, FILED 12-18-1990.

KATHERINE STOIDES, EXAMINING ATTOR-
NEY



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Typed Drawing

Word Mark	CARTA BLANCA
Translations	The English translation of the Spanish words "CARTA" and "BLANCA" in the mark is "letter" and "white", respectively.
Goods and Services	IC 025. US 039. G & S: clothing for men, women, and children; namely, T-shirts, sweatshirts, golf shirts, jackets, sweaters, pants, hats, socks, belts, and aprons. FIRST USE: 19750100. FIRST USE IN COMMERCE: 19750100
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74124576
Filing Date	December 18, 1990
Current Filing Basis	1A
Original Filing Basis	1A
Published for Opposition	August 18, 1992
Registration Number	1731199
Registration Date	November 10, 1992
Owner	(REGISTRANT) CERVECERIA CUAUHEMOC, S.A. DE C.V. CORPORATION MEXICO Ave. Alfonso Reyes 2202 Nte. Monterey, Neuvo Leon 64442 MEXICO (LAST LISTED OWNER) CCM IP, S.A. CORPORATION SWITZERLAND Avenue de Rumine 33 CH-1005 Lausanne SWITZERLAND
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	SCOTT W. PETERSEN

Prior Registrations 0595653;0775513;1097665
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20030117.
Renewal 1ST RENEWAL 20030117
Live/Dead Indicator LIVE

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